



for every child

UNICEF USA 2020 ANNUAL REPORT

YEAR AFTER YEAR, UNICEF has been relentless in shaping a world that is equitable for every child. In 1946, that meant helping rebuild a war-torn Europe. This past year, it meant reaching billions of people with critical information and health services to combat an unprecedented global pandemic. In the middle of the world's toughest challenges, UNICEF is there — more than 15,000 strong in over 190 countries and territories — helping children realize their rights. And **we won't stop** until every child not only survives, but thrives.





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PRESIDENT'S LETTER

Like so many, Nadia, the 7-year-old pictured on the facing page, is coping with the broader challenges of the COVID-19 pandemic. Her primary school in Bandung, Indonesia, closed in March 2020 because of the pandemic. In-person learning resumed months later, but classes meet only every other day, and students must wear a mask, have their temperatures checked daily, and stay physically distanced. It's not perfect, but for students like Nadia, it's a huge improvement over no school at all.

While COVID-19 has so far spared children the worst outcomes, it has nonetheless had a devastating impact on children worldwide. It has slashed family incomes, shuttered schools, stalled progress on children's rights, and disrupted in-person nutrition and vaccination programs. The pandemic is threatening children's education, health and survival — particularly for those already in need.

Yet several things give me great hope for 2021. The pandemic has demonstrated once again children's resilience as they adapt to new realities, adjust to remote learning where available, and inform themselves about how to stay safe.

Moreover, the problems that COVID-19 has created are ones that UNICEF is well-positioned to help fix. From our rapid delivery of personal protective equipment globally and our leadership role in the distribution of COVID-19 vaccines to low- and middle-income countries in 2021, to our continued support for the delivery of health care, nutrition, safe water and education, UNICEF has proved to be a critical backstop for children and their families in this unprecedented time.

Most fortunately, UNICEF USA is blessed with strong partnerships and incredibly generous donors. Your help funded remote-learning initiatives for 250,000 children this year, as just one example. Thank you to everyone who has made the choice to recommit to lifting the lives of children.

Although our lives, too, have been disrupted by COVID-19, I can report that our UNICEF USA team has never been stronger. UNICEF USA had its most successful year ever, and the work continues unabated as we relentlessly pursue a more equitable world for children like Nadia.

Our strength has been tested, but our mission is imperative — and our resolve is strong. And we won't stop, no matter what.

Michael J. Nyenhuis
President and CEO, UNICEF USA

A GLOBAL RESPONSE

UNICEF operates the largest humanitarian warehouse in the world, which can ship anywhere in 48–72 hours. **During the COVID-19 outbreak in 2020, this stockpile was a lifeline** for communities who desperately needed PPE supplies.

UNICEF SUPPORTS

138 COUNTRIES

As of February 2021, with the help of accelerated funding through the UNICEF USA Impact Fund for Children, UNICEF has shipped more than:



147.9 MILLION
GLOVES



207.5 MILLION
SURGICAL MASKS



16.4 MILLION
N95 RESPIRATORS



6.9 MILLION
GOWNS



1 MILLION
GOGGLES




3 MILLION
FACE SHIELDS




17,091
OXYGEN
CONCENTRATORS



4.8 MILLION
DIAGNOSTIC KITS

 Countries with UNICEF program offices

 Countries without UNICEF program offices

VENEZUELA

On April 8, a UNICEF-managed shipment including PPE for health workers, essential medicines, hygiene and sanitation equipment, and **education and recreation kits** for children arrived in Caracas.



NIGERIA

On April 16, UNICEF delivered testing kits, PPE for health workers and other staff and other essential health supplies — including **routine vaccines for children** — to Abuja.



SPAIN

On April 14, UNICEF Spain donated more than **400,000 face masks** to the government. Before that, UNICEF donated 1 million gloves, 100,000 virus detection kits, and 1,000 sets of PPE.



IRAN

By the end of March, UNICEF had flown four shipments of COVID-19 aid supplies into Iran. These included **18.5 metric tons of protective equipment** for health personnel.



CHINA

From January through March, UNICEF delivered around **\$3 million worth of medical supplies**, including defibrillators, portable ultrasound systems, and protective suits and gloves.



INDONESIA

UNICEF helped authorities distribute **hygiene messaging and remote learning guidelines** for students. Additionally, on March 22, UNICEF sent the first of two shipments of medical supplies.



YEMEN

On August 22, a UNICEF-chartered plane landed at Sana'a airport with **81.7 tons of lifesaving supplies**. Another plane landed in Aden later that month with additional supplies.



DEMOCRATIC REPUBLIC OF THE CONGO

On April 11, a UNICEF shipment of **vital health supplies** — including basic surgical equipment and antibiotics — landed in Kinshasa. The supplies will help fight measles, cholera, malaria and COVID-19.

ACCELERATING IMPACT

UNICEF USA's impact investing affiliate, the Impact Fund for Children, has helped bridge crucial COVID-19 funding gaps, accelerating delivery of \$37 million of supplies across the globe, including PPE, tests and treatments.

WE WON'T STOP
UNTIL EVERY CHILD HAS
SAFE WATER

IN 2019,

- **63.5 MILLION+ PEOPLE** secured critical water, sanitation and hygiene supplies with help from UNICEF
- **18.3 MILLION PEOPLE** gained access to safe drinking water, and 15.5 million people gained access to basic sanitation services
- **90 COUNTRIES** received community-based handwashing promotion programs supported by UNICEF

STOPPING THE SPREAD THROUGH IMPROVED ACCESS TO HANDWASHING FACILITIES

Proper handwashing is critical to slow the spread of communicable diseases like COVID-19. But, in too many places around the world, lack of access to safe water, sanitation and hygiene (WASH) resources makes handwashing impossible.

For the roughly 2,500 migrants and refugees from Venezuela living in informal settlements in Boa Vista in the Brazilian Amazon region, limited access to water and sanitation has created a heightened risk of COVID-19 infection and complications. “Informal settlements normally do not have infrastructure, and for those that do, these are not suitable for people to use,” said Delmo Vilela, UNICEF WASH officer.

To curb the spread of the coronavirus, UNICEF installed community handwashing stations and provided access to safe water to 15 informal settlements across Boa Vista.

Jenny Márquez, 38, a Venezuelan migrant, and her son, José, 8, live with about 70 families in the settlement of Embratel, where the small houses are close to each other and social distancing is a challenge. Before the handwashing stations were installed, residents had only three water taps available on the ground, shared by families who had to fill buckets and transport water home.

But with the new facilities for handwashing — with taps and soap provided at heights that serve both children and adults — José no longer needs the help of an adult to fight COVID-19. “The children here were all happy because now there is a place at their height where they can use the water directly from the tap, without needing help from their parents,” Jenny said.

UNICEF also distributes hand sanitizer, hygiene kits and debit cards that families can use to purchase hygiene items at local stores.

As of November 2020, UNICEF has reached over 91 million people with critical WASH supplies (including hygiene items) globally. In Moldova, UNICEF delivered liquid and solid soap and sanitizer to each school and preschool in the country. In Afghanistan, UNICEF provided masks, hand sanitizer, and hygiene kits for 126,000 students (60 percent girls) in 394 schools upon school reopening.



INNOVATIONS

UNICEF is expanding its use of solar technology for water pumping to improve the resilience and sustainability of water supply systems and reduce carbon dioxide (CO₂) emissions. In 2019, it supported the construction of 1,286 solar water systems in 40 countries — with almost half the systems constructed in West and Central Africa. Recognized as a cost-effective method of providing safe water, solar-powered water systems are also inherently more climate- and crisis-resilient than most others. This was proven during the 2019 Cyclone Idai flooding in Mozambique, where solar systems continued to function even as many hand pump systems relying on the electricity grid failed.

SCALING UP REMOTE LEARNING FOR CHILDREN AT HOME

COVID-19 has been the largest disruptor of education in history. At the peak of the disease’s first major outbreak, schools closed their doors in 192 countries, sending 1.6 billion students home. As of December 1, classrooms for nearly one in five schoolchildren globally — or 320 million — were closed.

With years of experience in the aftermath of emergencies, UNICEF knows how to keep children learning when a classroom is not an option. Through a variety of digital and remote outreach, UNICEF and partners have supported nearly 274 million children with remote, home-based learning using digital platforms, television, radio and take-home printed packages.

In Ecuador, for example, a country where only 37 percent of the population has access to the internet, UNICEF worked with the Ministry of Education to deliver lessons via television. Content was developed for a daily television program called “A-prender La Tele,” providing classes on language, literature, math and social and natural sciences.

In Rwanda, UNICEF leveraged its network and expertise to procure 144 radio scripts from other countries on primary level literacy and numeracy

lessons. After contextualizing and adapting the material for Rwanda, UNICEF built on its partnership with national NGO Inspire, Educate, Empower (IEE) and with the Rwanda Broadcasting Agency to produce and air these lessons throughout the country.

And in the remote southeastern Chittagong Hill Tracts (CHT) of Bangladesh, a UNICEF-supported home-learning initiative is filling the gap left by the closing of roughly 4,300 community centers serving preschoolers. Learning packs containing two months’ worth of curriculum and advice for parents on how to engage their children with meaningful learning activities have been distributed to 1,500 3- to 5-year-olds, with the goal of ultimately expanding the program to the 53,000 children who live in the CHT.

Because closing schools for prolonged periods of time can have devastating consequences for children, UNICEF, together with UNESCO, the World Bank, WFP and UNHCR, also developed a framework for reopening schools, which many countries have used in their policy development and planning processes. As a result of these efforts, nearly 354,000 schools are implementing safe school protocols to enable school reopenings.

- IN 2019,
- **17 MILLION OUT-OF-SCHOOL CHILDREN** gained access to UNICEF-supported early learning, primary and secondary education
 - **7.4 MILLION CHILDREN** gained access to formal or informal basic education in humanitarian crises with help from UNICEF
 - **800 UNICEF EDUCATION STAFF** worked across 144 countries



INNOVATIONS

U-Report, UNICEF’s safe and free mobile empowerment platform launched in 2011, gives over 12 million young people in 76 countries a voice on the big issues that affect them. In emergencies — in places from Northern Nigeria to Jamaica to Côte d’Ivoire — U-Report has ensured that millions of young people’s voices are heard. It also shares vital information across all areas that impact young people’s lives. Today, through communication channels such as SMS, Viber, Facebook Messenger and WhatsApp, millions of young people are getting lifesaving information on COVID-19, strengthening UNICEF’s ability to assess needs, tackle misinformation and share reliable information about where to seek assistance.

WE WON’T STOP
HELPING EVERY CHILD
LEARN



WE WON'T STOP
UNTIL EVERY CHILD IS
HEALTHY



IN 2020,

- **3.1 BILLION+ PEOPLE** received COVID-19 prevention information through UNICEF
- **2.4 MILLION+ HEALTH CARE PROVIDERS** were trained in detection, referral and appropriate management of COVID-19 cases

COMMUNITY HEALTH WORKERS ARE A VITAL PART OF UNICEF'S COVID-19 RESPONSE

Saba Muhammed Essa, a community health worker trained by UNICEF in Yemen, sets out on foot every morning to reach families cut off from vital medical services because of ongoing conflict. “The war has had a huge direct effect on everyone’s lives; the siege, salary cuts, women widowed, children have become orphaned, and people have been displaced from their homes,” Saba said. “All elements of our lives have collapsed.”

COVID-19 has posed a new threat to those living without access to health centers. Already suffering from more than five years of war, Yemen is battling an underreported COVID-19 pandemic while also addressing rising cases of cholera, measles, and malnutrition. Nearly 28 percent of the detected COVID-19 cases through November have led to death — five times the global average — suggesting that a large proportion of cases may go undiagnosed.

“The health center is far from us and we need five hours to reach over there,” Saba explained. “The road is rugged and services like syringe injections, first aid and health services are far away from us.”

In order to share lifesaving information to help stop the spread of COVID-19, Saba wakes early each morning to conduct door-to-door visits with people in her community.

“I educate them and tell them that this virus is dangerous and it is my duty to educate them on personal hygiene, handwashing, cleanliness of tabletops, doorknobs, and windows,” said Saba. “I also show them how to prevent coronavirus by washing hands for 40 seconds, cleaning and ventilating the environment, spreading clothes under the sunlight, avoiding dirtiness, and staying at home.”

As of July 2020, UNICEF had trained around 7,500 individuals in Yemen to detect, refer and manage COVID-19 cases. It’s a practice UNICEF has employed around the globe, reaching 3.1 billion people through November 2020 with information about how to stay safe.

“People are frightened about the virus,” said Saba. “Everyone around the world is scared, so how about Yemeni people who are already facing so many difficulties in their lives. My duty requires me to educate my community how to follow the basic precautions to avoid being infected by the coronavirus. I feel that there is positive feedback because I serve my country and society.”

INNOVATIONS

Approximately 15 percent of COVID-19 patients require oxygen therapy, yet medical oxygen is seldom available in the poorest countries outside of urban hospitals and private providers. To increase the capacity of health facilities to treat seriously ill patients, UNICEF has been distributing innovative oxygen concentrators that extract oxygen from the air to treat patients with respiratory illnesses. Much less complex and expensive than ventilators, concentrators make it possible to help harder-to-reach populations, such as indigenous communities in the Peruvian Amazon, where UNICEF recently delivered 40 concentrators, to recover from severe illness due to COVID-19. As of February 2021, UNICEF has delivered more than 17,000 oxygen concentrators to help clinics around the world.



A YEAR OF SETBACKS

The burden COVID-19 put on economies and health systems set progress for children's health back years — and made UNICEF's recovery work **even more critical**.

FAR-REACHING FALLOUT

COVID-19 interrupted programs that millions of children depend on to survive.

6.7 MILLION MORE CHILDREN under 5 could suffer from wasting in 2021



~80 MILLION CHILDREN under the age of 1 may miss out on lifesaving vaccines



124,000 MORE CHILDREN could be infected with HIV



142 MILLION MORE CHILDREN in low- and middle-income countries could fall into poverty



90% OF COUNTRIES have experienced disruptions in health services



UNICEF MEETS THE MOMENT



UNICEF has been playing an essential role in mitigating COVID-19's effects on children's health around the world.

NEARLY 80 MILLION WOMEN AND CHILDREN received essential health services in UNICEF-supported facilities

4 MILLION CHILDREN under age 5 admitted for treatment of severe acute malnutrition

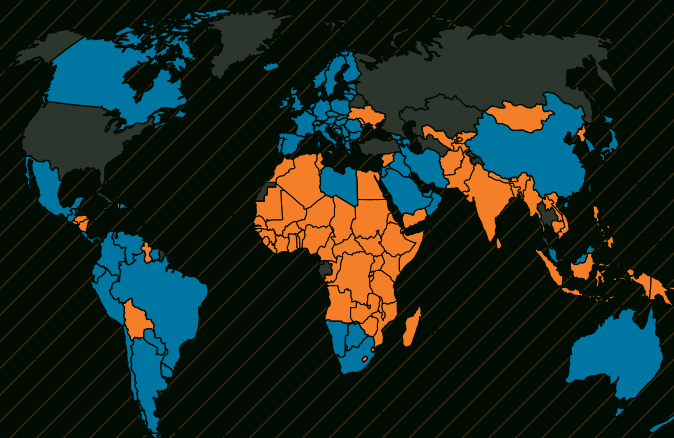
39 MILLION CAREGIVERS have been reached with safe breastfeeding guidance in the context of COVID-19

39 MILLION CHILDREN were reached with catch-up campaigns for critical polio vaccinations in Pakistan



ANSWERING THE CALL IN 2021

UNICEF is leading efforts on behalf of the COVID-19 vaccination program (COVAX Facility) to procure and supply COVID-19 vaccines to **92 low- and lower-middle-income countries** in 2021. UNICEF is tasked with supporting procurement for **90 higher-income countries** that intend to participate in the COVAX Facility.



2 BILLION VACCINES WILL BE DELIVERED

1 BILLION SYRINGES WILL BE PROCURED AND DELIVERED

180+ COUNTRIES WILL BE SUPPORTED

ENHANCING CHILDREN'S RESILIENCE TO CLIMATE CHANGE AND DISASTERS

“Now I know what natural disasters are and that they can be made worse by people’s actions,” said Thach Thi Thanh Thuy, a 10-year-old student at Lai Hoa 1 primary school, located in a coastal commune deep in Vietnam’s Mekong Delta province of Soc Trang. Added fellow pupil Tang Nhat Hao, “We also know what to do when strong rain, thunderstorms, floods, cyclones and droughts occur.”

Thuy and Hao are participants in a UNICEF initiative in 131 primary schools across six provinces to better prepare children to respond to the growing threat of climate change and natural disasters — including the country’s worst drought and saltwater intrusion crisis in more than 90 years.

Through lessons with school-based disaster risk-reduction teams supported by UNICEF and the Vietnam Red Cross, 45,000 children like Thuy and Hao are learning how to prepare and respond to dangers from natural disasters and climate change and, most importantly, sustain these activities into the future.

“I now know floods can be caused by people cutting down trees. When people take away trees, rainwater cannot be controlled and will cause flooding,” said Thuy.

Ranked sixth among countries most affected by climate change, Vietnam faces increasingly intense and unpredictable weather events. Children are especially affected by these natural disasters, with 160 million children worldwide living in high or extremely high drought severity zones, and over half a billion living in extremely high flood occurrence zones. Access to food, water, education and health care is threatened, and the resulting pressure on communities increases children’s exposure to violence, exploitation and abuse. In addition, close to 90 percent of the burden of disease attributable to climate change is borne by children under 5 years of age.

UNICEF is increasingly focused on strengthening resilience to climate change and disasters — from scaling sustainable access to safe water and sanitation, to reducing disruptions to education and health services and helping governments and local communities develop action plans to manage the risks children face. And, by enhancing disaster risk knowledge and preparedness in schools, UNICEF is helping to prepare Thuy, Hao and thousands of schoolchildren like them to meet the challenges of climate change today and in the decades to come.

INNOVATIONS

In the world’s coldest capital, Ulaanbaatar, Mongolia, UNICEF’s 21st-Century Ger initiative aims to reduce coal consumption and improve air quality for the more than half of families living in traditional tent-like homes called “gers.” Typically poorly insulated and warmed by the burning of raw coal, gers create unprecedented levels of air pollution in many cities, putting children’s health and development at risk. In response, UNICEF launched this human-centered design project with multiple partners, working to identify innovative solutions for ger insulation, increase access to clean-burning fuels, and promote alternative heating and cooking methods that do not rely on raw coal.



WE WON'T STOP
UNTIL EVERY CHILD HAS
A FUTURE

IN 2019,

- **56 UNICEF COUNTRY OFFICES** engaged in child-inclusive climate resilience programs
- **57 COUNTRIES** had child-sensitive national or local risk management plans to address risks related to climate change, conflict, public health emergencies or other crises
- **36 COUNTRIES** were implementing community-level water safety plans to monitor and manage contamination risks, including those posed by climate change

IN 2019,

- **5.7 MILLION ADOLESCENT GIRLS** were protected by UNICEF's interventions to thwart child marriage
- **158,000 GIRLS AND WOMEN** received UNICEF's prevention and protection services against female genital mutilation
- **3.7 MILLION CHILDREN** in 60 countries gained access to community-based mental health care and psychosocial support, which UNICEF helped deliver

WE WON'T STOP UNTIL EVERY CHILD IS
PROTECTED FROM VIOLENCE
AND EXPLOITATION

PROTECTING CHILDREN FROM EARLY MARRIAGE AT A TIME OF HEIGHTENED RISK

Esmie Mwenyekaka's story illustrates the powerful work UNICEF is doing around the world to end child marriage — a practice that threatens children's future, health and well-being and robs them of their childhood and their rights. Pressured by many in her village of M'balula, Malawi, to marry early as an escape from poverty after her father's sudden death, Esmie feared the impact such a marriage would have on her future.

"When things reached unbearable levels, I ran away from my father's village and sought refuge at my aunt's home," Esmie said. There she enrolled at Nasenga Community Day Secondary School. "When people heard I had gone back to school, they started pestering my aunt to get me married," she said. "But I didn't want this to happen to me."

Championed by a senior traditional leader in her community, Esmie was not only awarded scholarships that allowed her to stay in school and complete her education, but also provided training opportunities in leadership, community development and midwifery. "This was the turning point in my life. From that moment, everything flowed well, life became easier, and I knew better things were coming," Esmie said.

Sadly, the coronavirus pandemic is undermining recent progress in Malawi, where still nearly 47 percent of girls marry before age 18. School closures that kept children at home have led to an increase in both early marriages and teen pregnancies. And many families struggling financially from the lockdowns have resorted to marrying off their daughters as a way to reduce household size and generate income from dowries. The United Nations Population Fund (UNFPA) warned that the pandemic may result in 13 million extra child marriages globally in the next decade, with at least 4 million more girls married in the next two years.

UNICEF's advocacy work in partnership with many of Malawi's traditional leaders to end child marriage changed Esmie's life. This advocacy work has engaged more than 40 million people globally,

including key community influencers, since 2016. These efforts are now helping to blunt the impact of the pandemic on others like Esmie, with a traditional senior leader in Malawi ordering in August the dissolution of all child marriages carried out during lockdown.

UNICEF also continues to provide girls like Esmie the support they need to stay in school. Through its Kids in Need of Desks (K.I.N.D.) campaign, UNICEF USA and partners have brought desks to more than 800,000 children in Malawi and provided secondary school scholarships to keep more than 5,500 Malawian girls in school. And UNICEF's partnership with New Finance Bank and the Ministry of Education to create a Girls Secondary Education Trust in 2018 is helping to ensure that girls like Esmie don't have to leave school because their families can't afford the fees.

Today, Esmie is not only a role model for girls in her community, but is also lending her skills and voice to work directly with local child protection staff to dissolve child marriages enacted during school closures and prevent future ones.

INNOVATIONS

The first of its kind, an innovative graduate-level child protection training program developed by UNICEF and Harvard University School of Public Health is helping to professionalize the child protection sector, impacting the lives of millions of children who are vulnerable to abuse and exploitation around the world. Taught by Harvard faculty and child protection experts, the fully endowed G. Barrie Landry Child Protection Professional Training Program brings together country teams from international organizations, local NGOs and government agencies to develop practical, tangible and immediately implementable solutions focused on the real-life issues they face. The program enables 30 attendees from 10 countries to participate tuition-free in this weeklong collaborative learning program each June.





WE WON'T STOP PROVIDING CARE TO MOMS-TO-BE

BABIES AT OUR BORDERS PILOT PROGRAM PROVIDES PREGNANT U.S. ASYLUM SEEKERS WITH CONTINUOUS CARE

Yris (see inset below) was 36 weeks pregnant when she arrived at Catholic Charities’ Humanitarian Respite Center (HRC) in McAllen, Texas. Like so many fleeing violence at home, Yris (whose name was changed to protect her privacy) and her partner had traveled over 1,500 arduous miles from Guatemala to seek a safer life in the U.S. As is the case with all asylum seekers, they were initially detained upon arrival at the border. After a few days, her partner unfortunately remained in detention, but Yris was released to the HRC.

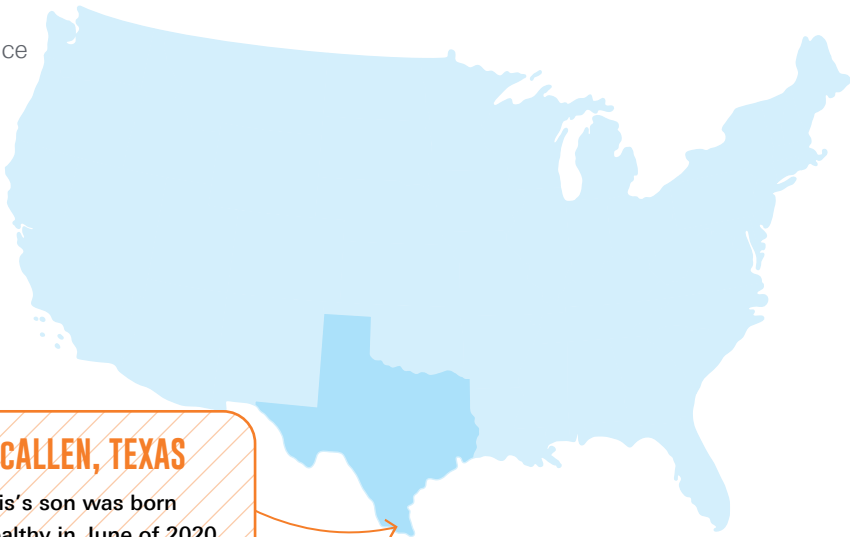
Typically, centers like the HRC give families a few nights’ shelter and modest support before the trip to their destination city. Providing ongoing support through that next journey and once they reach their destination — so crucial to pregnant women given the stress they have endured in their home countries and on the move — has been outside the scope of the shelters’ usual services.

UNICEF USA and partners are working to fill this gap through a pilot program launched at the HRC with the University of Texas Rio Grande Valley School of Medicine in August 2019. The Babies at Our Borders program connects pregnant asylum seekers with a certified nurse midwife for assessment at the border. Then, once the mom-to-be arrives at her new destination, she is paired with a caseworker to arrange critical prenatal medical care as well as other support services.

From January through September 2020, Babies at Our Borders served 679 asylum seekers, including 413 pregnant and postpartum women and 225 children. The program is now being expanded to other respite centers along the southern border, with the goal of offering care to all pregnant asylum seekers, no matter where they arrive in the U.S.

Yris was enrolled in the program upon her arrival at the HRC and stayed there for the remainder of her pregnancy and two weeks after the birth of her son. In addition to connecting her to appropriate care at a local clinic, the program put Yris in touch with an immigration attorney who was able to locate her partner in detention and confirm that he was still healthy — a major concern given the COVID-19 pandemic.

Although she has since moved to Los Angeles and has been able to access postnatal and newborn care through the Babies at Our Borders program, Yris keeps in touch with the midwife at the HRC who cared for her, reporting that her baby is growing well and developing more of a personality every day.

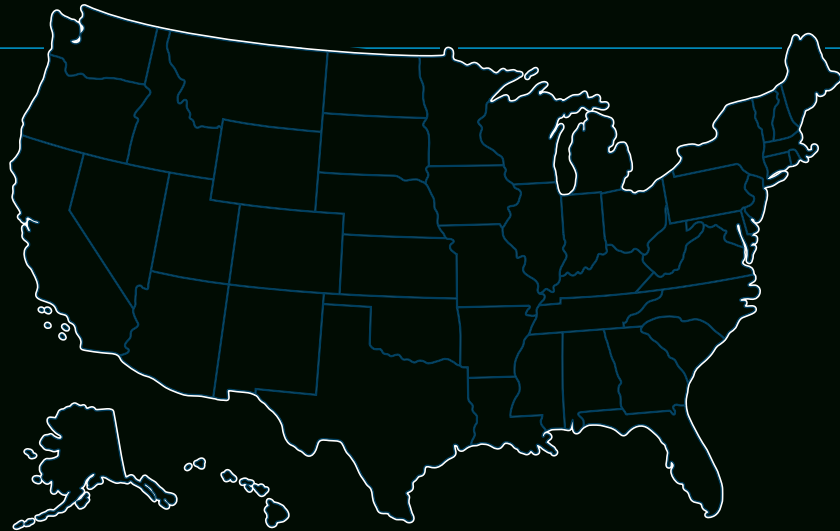


McALLEN, TEXAS

Yris’s son was born healthy in June of 2020. This photo was taken shortly after his birth.

SHAPING PUBLIC POLICY

When UNICEF and its supporters speak, the world listens. We work every day to advocate for children's rights and protect their best interests.



\$134

MILLION APPROPRIATED TO UNICEF BY THE U.S. GOVERNMENT — THE HIGHEST EVER!

65,724 AMERICANS

ADVOCATED ON UNICEF'S BEHALF LAST YEAR



112,133

CONNECTIONS WITH LEGISLATORS

45

CAMPAIGNS WERE INTRODUCED BY UNICEF USA, INCLUDING:



Asking the 2020 presidential candidates to share their "vision for children" in the U.S.



Supporting continued learning during COVID-19



Ensuring the U.S. plays an active role in the global effort to fight climate change



Addressing COVID-19-related mental health crises in tribal communities and inner cities

“

WE BELIEVE THAT UNICEF IS AN **INDISPENSABLE** PARTNER OF THE UNITED STATES ON INITIATIVES TO SAVE LIVES AND PROTECT **VULNERABLE** CHILDREN AROUND THE WORLD.”

ANUCHA BROWNE, UNICEF USA Chief, Engagement, Advocacy and Global Programs Officer, in her March 2020 testimony before Congress

UNICEF RESPONDED TO 281 HUMANITARIAN EMERGENCIES IN 96 COUNTRIES ACROSS THE WORLD IN 2019:

- **41.3 MILLION CHILDREN** in emergencies were vaccinated against measles
- **39.1 MILLION PEOPLE** in emergencies gained access to safe water
- **3.7 MILLION CHILDREN** in emergencies were given mental health and psychosocial support



BEIRUT, LEBANON

Yukie Mokuo, UNICEF Lebanon representative, uses art to offer psychosocial support to children affected by the port explosion in Beirut. The UNICEF USA Bridge Fund accelerated \$1.3 million in the immediate aftermath to enable rapid emergency response.



FINANCIALS

UNICEF USA exists to relentlessly pursue a more equitable world for every child. To ensure that we can effectively deliver on this important mission, we continuously monitor the effectiveness, efficiency, and overall financial health of our organization.

UNICEF USA is committed to the principles of the Sarbanes-Oxley Act as it applies to not-for-profit corporations and to using strong internal controls and reporting methods that emphasize documentation, implementation, review and approval. As a result, we have maintained the highest level of ethical, business and financial practices enabling UNICEF USA to remain financially sound and sustainable.

The financial summary of pages 28–29 highlights our consolidated financial statements, which KPMG LLP has audited. A complete set of our consolidated financial statements, including the related notes, is on our website.

As the COVID-19 situation evolved over the course of 2020, UNICEF USA transitioned to a fully remote operating model and developed innovative off-site procedures to ensure that the organization could continue its important work without interruption. Further, we used these unprecedented events to accelerate an ongoing digital transformation effort, including the transition to a new Enterprise Resource Planning (ERP) tool designed to enhance internal processes and procedures, as well as provide additional decision support.

While all this was being done, at the direction of the Audit Committee of our board of directors, UNICEF USA's management has continued to enhance robust controls that emphasize compliance, accountability, data security and reliability to minimize risks that could impact the internal control systems of the organization. UNICEF USA is also compliant with the payment card industry (PCI) standards as well as federal Form 990 and pension plan 403 (b) Form 5500 audit requirements.

We believe our internal controls provide a reasonable assurance that our financial reports and statements are reliable and that they comply with generally accepted accounting principles.

Brett D. Robinson
Chief Financial and Administrative Officer

CONSOLIDATED STATEMENT OF ACTIVITIES

PUBLIC SUPPORT AND REVENUE	FISCAL YEAR 2020	FISCAL YEAR 2019
Public support		
CONTRIBUTIONS		
Corporate	\$43,163,083	\$29,835,645
Major gifts	44,479,157	36,220,356
Foundations	148,302,130	146,327,820
Nongovernmental organizations (NGOs)	89,533,614	93,629,897
Direct marketing	46,192,474	44,384,423
Trick-or-Treat program	1,213,285	1,423,282
Internet	25,427,510	23,899,942
Other	65,852,115	28,625,300
GIFTS-IN-KIND	143,605,944	140,566,704
SPECIAL EVENTS INCOME, NET OF EXPENSES	8,732,921	7,961,951
BEQUESTS AND LEGACIES	19,482,691	10,019,122
PROVISION FOR LOSSES AND DISCOUNTS ON RESTRICTED ASSETS	(9,996,132)	(1,203,716)
Total public support	\$625,988,792	\$561,690,726
Revenue		
GREETING CARDS REVENUE	1,142,803	2,097,458
INVESTMENT RETURN	3,638,729	4,024,170
CHANGE IN VALUE OF SPLIT-INTEREST AGREEMENTS	(139,409)	(237,617)
Total revenue	\$4,642,123	\$5,884,011
TOTAL PUBLIC SUPPORT AND REVENUE	\$630,630,915	\$567,574,737

EXPENSES	FISCAL YEAR 2020	Percent of Total Expenses	FISCAL YEAR 2019	Percent of Total Expenses
Program services				
GRANTS TO UNICEF AND OTHER NGOs	\$539,497,030		\$465,590,090	
PUBLIC INFORMATION, EDUCATION AND PROGRAM SERVICES	21,149,934		15,652,606	
ADVOCACY	2,136,726		2,081,070	
Total program services	\$562,783,690	87%	\$483,323,766	88%
Supporting services				
MANAGEMENT AND GENERAL	21,300,675	3%	20,755,419	4%
FUNDRAISING EXPENSES	59,971,265	9%	44,115,938	8%
Total supporting services	\$81,271,940	13%	\$64,871,357	12%
TOTAL EXPENSES	\$644,055,630	100%	\$548,195,123	100%
Change in net assets	(\$13,424,715)		\$19,379,614	
Net assets at beginning of year	\$162,902,242		\$143,522,628	
Net assets at end of year	\$149,477,527		\$162,902,242	

NOTE 1
Through its Office of Public Policy and Advocacy in Washington, D.C., UNICEF USA acts as an advocate for the well-being of the world’s children. One of the specific functions of the Public Policy Office is to advise both the administration and Congress about the importance of the voluntary contributions made to UNICEF by the U.S. government. UNICEF USA’s efforts in this regard helped to persuade Congress to direct the U.S. government to allocate \$134 million to UNICEF in 2020. This funding is provided directly by the U.S. government to UNICEF and is not reflected as revenue in UNICEF USA’s Summary of Financial Highlights. Related expenses, however, are included in UNICEF USA’s total program services.

NOTE 2
UNICEF USA has total net assets of \$149.5 million that consist of:
Without donor restrictions \$75,095,978
With donor restrictions \$74,381,549
Total net assets \$149,477,527

Without Donor Restrictions — Net assets that are not subject to donor-imposed restrictions.

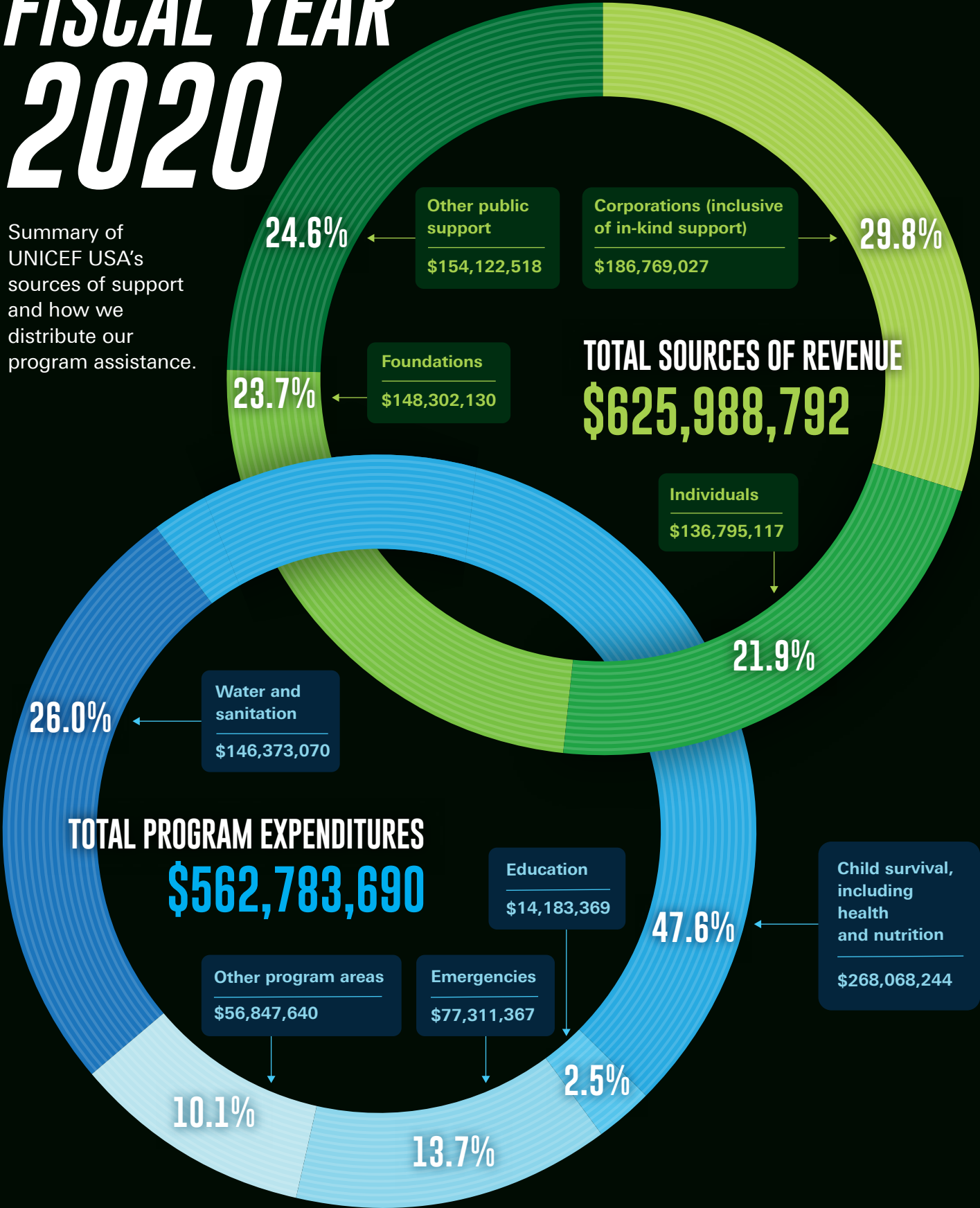
With Donor Restrictions — Net assets that are subject to donor-imposed stipulations that will be met either by the actions of UNICEF USA and/or by the passage of time. Such net assets may also be subject to donor-imposed restrictions that stipulate that they be maintained permanently by UNICEF USA but permit the organization to expend all or part of

the income derived from these assets to support operations. Included in the net assets with donor restrictions is UNICEF USA’s endowment consisting of individual donor-restricted funds of \$4.2 million. Net assets with donor restrictions will be used to fund various programs, such as child protection and child survival, including nutrition and health, emergency response, and various other programs.

NOTE 3
This summary was prepared by UNICEF USA from its consolidated financial statements, which were audited by KPMG, LLP. The complete consolidated financial statements, including the related notes and auditor’s report, are available upon request or on UNICEF USA’s website at [unicefusa.org](https://www.unicefusa.org).

FISCAL YEAR 2020

Summary of UNICEF USA’s sources of support and how we distribute our program assistance.



UNICEF USA EVENTS

UNICEF USA had to cancel more than half of its fundraising events this year. Many would-be attendees converted their reservations into donations, allowing UNICEF to continue its vital work for children.

OVERALL RESULTS

\$10.3 MILLION RAISED

for children this year, despite having to cancel our LA Ball and Houston, Chicago, Boston, Atlanta and San Francisco Galas



THANK YOU FOR STANDING BY US THIS YEAR. YOU'VE MADE A LASTING DIFFERENCE.



UNICEF WON'T STOP ON MSNBC

On May 9, 2020, UNICEF USA hosted a virtual event on MSNBC and other channels that featured **CHER, SHERYL CROW, MORGAN FREEMAN**, and many more. The broadcast was watched by more than

5 MILLION PEOPLE

MASQUERADE

OCTOBER 26, 2019

Special Performance by
BILLIE EILISH



Chairs:
NIMA NEJAT, KENNA, BABS BURCHFIELD,
CARLTON DEWOODY, BRETT WILLIAMS

2019 LA Masquerade raised
\$350,710

Since inception (from 2010, all cities) more than
\$2.5 MILLION



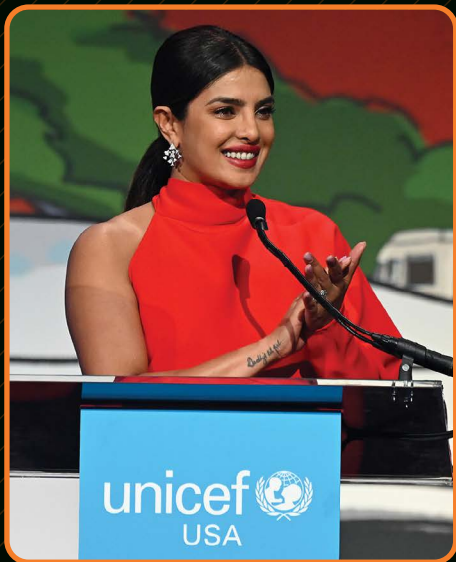
THE UNICEF SNOWFLAKE BALL

DECEMBER 3, 2019

\$4M



Honored UNICEF Goodwill Ambassador
PRIYANKA CHOPRA JONAS
with the Danny Kaye Humanitarian Award



\$3M

RAISED OVER
\$5.1
MILLION

Honored
MARJOLEIN AND EWOUT STEENBERGEN
with the Spirit of Compassion Award



\$2M

FY15 FY16 FY17 FY18 FY19 FY20

GOLF CLASSIC

SEPTEMBER 16, 2019

Raised over
\$176,000

Since inception (2012)

\$1.85
MILLION

Honored
EDWARD G. LLOYD
for his work with UNICEF USA



DALLAS GALA

FEBRUARY 7, 2020

\$1.4
MILLION RAISED

Honored **DIRK AND JESSICA NOWITZKI** with the Spirit of Compassion Award

Co-chaired by
MOLL ANDERSON and
JAN MILLER RICH

Special tribute for
CARYL M. STERN

Special performance by
KING CALAWAY





WE THANK THE FOLLOWING GENEROUS PARTNERS THAT GAVE
\$1 MILLION OR MORE IN GIFTS OR GIFTS-IN-KIND TO UNICEF USA
IN FISCAL YEAR 2020.

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Eleanor Crook Foundation

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Education Above All,
Educate A Child

Kayhau Wu Memorial Fund

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United Nations Association – USA
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The Humanitarian Circle recognizes UNICEF USA’s most generous individual donors, offering special opportunities to connect with UNICEF’s work. For more information, please visit unicefusa.org/humanitariancircle.

**Special thanks to donors, marked with an asterisk, who have supported UNICEF USA for each of the last five years. We deeply appreciate your loyalty to children in need.*

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for every child